

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

March 24, 1998

RJR Account #468800

Mr. R. Honahan

NORTH COUNTRY CANDY & TOBACCO

SALEM TEAR TAPE PROMOTION #800438: APRIL - JUNE

Dear Rick:

SALEM .30¢ Tear Tape product has been ordered, as well as 5 SKUs of 40-Pack Displays (Item #541964 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. Displays should be maintained by retailer for future Salem .30¢ Tear Tape promotional shipments (see enclosed Retailer Letter). This product is being shipped @ .30¢ off-invoice.

Display Detail / Item #541964

<u>SKU CUBE:</u>	0.5020
<u>SKU WT (w/o Product):</u>	1.1350 lbs
<u>Retail Sales Offers per Sku:</u>	40 units
<u>Billing per Sku:</u>	4 Full Price Cartons

SUFFICIENT PRODUCT HAS BEEN PROVIDED TO SHIP THIS PROMOTION OVER A 3-MONTH DISTRIBUTION PERIOD TO YOUR RETAILERS ON THE ATTACHED CUSTOMER LIST. NO ADDITIONAL PRODUCT WILL BE SHIPPED FOR THIS PROMOTION. SHIP NUMBER OF CARTONS PER BRAND STYLE AS INDICATED ON THE ATTACHED CUSTOMER LISTS ON THE DESIGNATED SHIP DATES.

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **\$28.00 (2 (12M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

PARTNERS 'BONUS' REPORTING DESCRIPTION

'SAL 98 .30/1 PK'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: 162201

Enc. Retailer Letter

Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

APRIL / MAY / JUNE DELIVERY DATES

SALEM TEAR TAPE

NORTH COUNTRY CANDY & TOBACCO

RETAIL DISTRIBUTION DATES

(REFER TO ATTACHED CUSTOMER LISTS)

APRIL DISTRIBUTION	4/13/98 (PRODUCT AND DISPLAY)
MAY DISTRIBUTION	5/4/98 (PRODUCT ONLY)
JUNE DISTRIBUTION	6/8/98 (PRODUCT ONLY)

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

*RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DISTRIBUTIONS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)*

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	<u>1</u>
12300-24196	Light	<u>1</u>
12300-24195	Full Flavor 100	<u>1</u>
12300-24197	Light 100	<u>1</u>

Product / Premium Arrival: **April 6, 1998**
Ship Date to Retail: **Week of: April 13, 1998**

EFT \$ Amount: **\$1,188.86**

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